Exhibitor Prospectus

EDUCATE. INNOVATE. CELEBRATE.
November 11-13, 2021 | Atlanta, Georgia | www.magnetcon.org

Reserve your exhibit and sponsorship today!
anccexhibits@mci-group.com | 410-316-9865
The Largest Nursing Conference in the United States!

Join us for three days in Atlanta, November 11-13, at the ANCC National Magnet Conference® and reach thousands of talented nurses and nursing executives from around the globe. The Magnet Conference® is the official annual conference of the prestigious Magnet Recognition Program®, serving as both a celebration of accomplishment for newly designated Magnet® organizations and a showcase of best nursing practices for the Magnet community! Support the future of nursing and provide your products and solutions that will impact the nursing industry in their facilities and beyond.

November 11-13 | Location: Atlanta, GA

Who Exhibits?

Industry
Manufacturers and distributors of medical devices, equipment, supplies, technologies, and nursing solutions.

Staffing
Hospitals, nursing agencies, military services, and the nation’s leading healthcare systems, providing comprehensive healthcare management and staffing solutions.

Education
Nursing schools, colleges, and universities supporting higher education through the Journey to Magnet Excellence®.

Apparel and Lifestyle
Companies offering nursing apparel, healthcare-related products, or general lifestyle products that support the nursing community in their facilities and beyond.

Publications
Publishers of books, journals, educational resources and training materials for continuing professional education.

Associations & Societies
Nonprofit organizations representing the various needs of nurses, providing resources, advocacy, research, and professional development.

About Magnet®
The Magnet Recognition Program® was developed by the American Nurses Credentialing Center (ANCC) to recognize healthcare organizations that provide exceptional nursing care and uphold the tenets of professional nursing practice. Magnet® is the leading source of successful nursing practices and strategies worldwide. Learn more about Magnet at http://www.nursingworld.org/Magnet.

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10,000+ Total Attendees in Previous Years

**Attendee Type**  
*Multiple Responses Allowed*

- Nursing Leadership: 45%
- Chief Nursing Officer (CNO): 7%
- Director Level: 11%
- Hospital Administrator: 7%
- Nurse Manager: 20%
- Clinical Nurse: 41%
- Educator: 11%
- APRN, specialty: 6%
- Other: 6%
- Researcher: 3%
- Industry Executive: 2%
- Magnet Appraiser: 1%
- Nursing Student: 1%

**Nursing Education Levels**  
*Multiple Responses Allowed*

- BSN: 43%
- RN: 33%
- MSN: 9%
- BS: 9%
- AS: 8%
- Other: 8%
- MS: 6%
- MBA: 5%
- BA: 5%
- DNP: 5%
- PhD: 4%
- NP: 3%
- MA: 2%

**Age**

- Under 21: 2%
- 25 – 34: 2%
- 24%
- 25%
- 26%
- 21%

**Purchasing Influence**

- Influence the Purchasing Decisions: 29%
- Integral Part in the Purchasing Decisions: 61%
- Make the Final Purchasing Decisions: 10%

**Certified Nurse**

- Yes: 36%
- No: 64%

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Wellness Lounge and Recharge Lounge
The Exhibit Hall offers central areas for attendees to relax, network, and recharge.

Exhibit Hall Presentation Stage
Exhibitors can interact with attendees on the Exhibit Hall Presentation Stage, a theater-like setting with presentations scheduled throughout the conference.

Lunch & Refreshment Breaks
Lunch and refreshment breaks will be held daily in the Exhibit Hall to allow dedicated time for attendees to network with exhibitors.

Exhibit Hall Game
Attendees will be participating in the Exhibit Hall Passport to Prizes game for their chance to win prizes.

Poster Presentations
Over 150 poster presentations within the Exhibit Hall, featuring breakthrough ideas from nurses around the world.

Empowering Nurses to Transform Health Care

Benefits of Exhibiting

Meet thousands of Nursing Professionals
The exhibit hall is a bustling center of activity filled with innovation leaders providing a hands-on experience with the latest technology. Attendees will be eager to visit the Exhibit Hall to network, attend lunch and special events, and, of course, shop for products and services.

Special Discounted Conference Registration
Experience world-renowned entertainers, the who’s-who of motivational speakers, and more than 70 new and innovative sessions.

Generate Leads
Exhibitors receive on average 390+ leads in just three days of exhibiting!

Exhibit Hall Traffic Drivers

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Become an Exhibitor

Exhibit Space Rates
• Commercial Organizations .................. $34 per square foot
• *Nonprofit Organizations .................. $22 per square foot
• Corner Premium ................................  $200 per corner
*Rate available for the first 10’x10’ space reserved.

What’s Included with Your Exhibit Space
• Four Exhibit Hall Staff Badges per 10’x10’
• Discounts on Full Conference Registration Badges
• Basic Online Listing

Exhibit Hall Schedule

Move In*
Wednesday, November 10, 2021  8:00 a.m. – 5:00 p.m.
Thursday, November 11, 2021  8:00 a.m. – 10:00 a.m.

Exhibit Hall Open*
Thursday, November 11, 2021  10:45 a.m. – 4:30 p.m.
Friday, November 12, 2021  8:30 a.m. – 2:30 p.m.
Saturday, November 13, 2021  8:30 a.m. – 12:00 p.m.

Move Out*
Saturday, November 13, 2021  12:00 p.m. – 6:00 p.m.
* Times subject to change.

Cancellation Policy
Cancellations must be received by July 12, 2021. No refunds will be given after July 12, 2021.

Questions?
For more information on becoming an exhibitor, contact us at anccexhibits@mci-group.com or 410-316-9865.

Exhited to be back in-person in 2021!
Premium Sponsorship Packages

Platinum Level
Welcome Party Sponsor $100,000 (3 AVAILABLE)

- 20’x40’ Exhibit Space
- Five Invitations to President’s Reception
- Three Invitations to CNO Luncheon
- Six General Conference Registrations
- Logo & Name on Conference Tote Bags
- One Carpet Overlay
- Logo & Booth Number on Aisle Signs
- Digital Video Ad
- Upgraded Exhibitor Listing
- Conference Tote Bag Insert*

OFFICIAL SPONSOR OF THE WELCOME PARTY WITH ONSTAGE APPEARANCE TO WELCOME GUESTS DURING GENERAL SESSION

Recognition during opening session, in the conference program, on the conference website, and on signage in prominent locations throughout common areas of the convention center

*The insert is limited to product information. Recruitment literature is excluded.

To secure your space and or sponsorship, contact us at anccehibits@mci-group.com or 410-316-9865.
Gold Level
Attendee Experience Sponsor $75,000 (3 AVAILABLE)

**CREATE A CUSTOM BRANDED AREA IN THE EXHIBIT HALL**

- 20’x30’ Exhibit Space
- Four Invitations to President’s Reception
- Two Invitations to CNO Luncheon
- Four General Conference Registrations
- Conference Tote Bag Insert*
- Digital Video Ad
- Upgraded Exhibitor Listing

Recognition during opening session, in the conference program, on the conference website, and on signage in prominent locations throughout common areas of the convention center.

*The insert is limited to product information. Recruitment literature is excluded. Additional expenses may apply based on custom Lounge concept

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Premium Sponsorship Packages

Magnet Nurse of the Year® Sponsor
Attendee Experience Sponsor $60,000
(5 AVAILABLE)

20’x20’ Exhibit Space
Two Invitations to the Magnet Nurse of the Year® Awards and Reception
Two Invitations to President’s Reception
Two Invitations to CNO Luncheon
Three General Conference Registrations
Conference Tote Bag Insert*
Digital Video Ad
Upgraded Exhibitor Listing

MAGNET NURSE OF THE YEAR AWARDS

Align your organization with one or more of these five outstanding components demonstrated by our winners.

- Transformational Leadership
- Structural Empowerment
- Exemplary Professional Practice
- New Knowledge, Innovations and Improvements
- Empirical Outcomes

- Stage time with your Magnet Nurse of the Year® Award winner during the ceremony
- Verbal recognition during Opening Session and Nurse of the Year® Awards
- Professional photos with one winner Press release celebrating the winner and your support of their success
- Photos to be posted on the ANCC Magnet Nurse of the Year® celebratory page and conference website
- Recognition in the Journal of Nursing Administration, Magnet Perspectives column

*The insert is limited to product information. Recruitment literature is excluded.

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premium sponsorship packages

pathway nurse of the year
attendee experience sponsor $15,000 (2 available)

10x10 exhibit space

two invitations to the pathway nurse of the year awards and reception

one general conference registration

stage-time with pathway nurse of the year award winner during ceremony

professional photos with your winner

sponsor recognition on all marketing materials and communication

participant during celebratory joint press release announcing winner

recognition in featured column in the journal of nursing administration

attend the noy reception

align your organization with one or both of these components demonstrated by our winners.
• leadership
• clinical

recognition during opening session, in the conference program, on the conference website, and on signage in prominent locations throughout common areas of the convention center

new sponsorship for 2021!

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Premium Sponsorship Packages

Silver Level
Conference Speaker Sponsor $40,000  
(3 AVAILABLE)

SUPPORTS THE CONFERENCE SPEAKERS

Recognition during opening session, in the conference program, on the conference website, and on signage in prominent locations throughout common areas of the convention center

*The insert is limited to product information. Recruitment literature is excluded.

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### Additional Sponsorship Opportunities

**CNO Luncheon**
- $25,000 each
  - (2 co-sponsors)
ANCC invites over 450 CNOs to take part in this private luncheon event. This is your opportunity to gain recognition with signage, opening remarks, and networking throughout this high-level lunch.

**Luster Wall**
- $25,000
  - (exclusive opportunity)
Your company branding will be prominently displayed on the Luster Wall. One of your team representatives will be able to stand by the luster wall and engage with attendees as they take photos and place on the Luster Wall. Very interactive opportunity that all the attendees love to participate in!

**Mobile App**
- $25,000
  - (exclusive opportunity)
Your company logo will be prominently displayed on the official mobile app and conference website with a hyperlink to your company website. Your company will also be recognized as a sponsor in the conference program.

**Masks**
- $25,000
  - (exclusive opportunity)
Get your brand in front of every attendee by placing your company logo on cloth masks that will be given to attendees during registration.

**Registration Sponsorship**
- $25,000
Your logo will be placed on the registration landing page for all attendees to see as they register for the 2020 conference! Your logo will be hyperlinked and included in all registration confirmation emails that Magnet attendees receive. Your company branding will also be displayed onsite in the Magnet registration area.

**Staircase Decals**
- $25,000
Create a lasting impression by securing one of these prominent locations. All meeting participants are sure to see your branding as they head to and from the session rooms and the Exhibit Hall. Sponsor is responsible for artwork and graphics.

**Conference Lanyards**
- $20,000
Generate visibility as attendees travel throughout the conference wearing their lanyard with your company name, logo, and messaging.

**Wellness Lounge**
- $20,000
  - (exclusive opportunity)
A custom area on the exhibit floor where attendees can receive some sort of wellness treatment (massages, yoga class or something else determined by sponsor).

**CNO Exhibit Hall Reception**
- $15,000
  - (limited availability, all sponsors must be pre-approved by ANA)
Ability to participate in private evening reception in the exhibit hall with other co-sponsors and network with CNO’s who are invited to preview the exhibit hall before it opens to all Magnet & Pathway conference attendees.

**Lunch Sponsor**
- $15,000 per day
Lunches will be served daily in the Exhibit Hall. Place your company at the forefront of this busy occasion with company signage and recognition.

**Mask Lanyards**
- $15,000
  - (exclusive opportunity)
Get your brand in front of every attendee by placing your company logo on mask lanyards that will be given to attendees during registration.

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Conference Badges $12,500
Get your brand in front of every attendee by placing your company name, logo, and booth number on the attendee badges.

Program Guidance Workshop for Applicants Lunch $12,500
(Pathway to Excellence specific sponsorship)
Reach a targeted group of Pathway to Excellence attendees by sponsoring this workshop. You will be able to network and align your content with this group of decision makers!

Exhibit Hall Column Wrap $10,000
Located in the Exhibit Hall, you are sure to make a lasting impression by securing a place on these columns.

General Session Seat Drop $10,000
(exclusive opportunity)
Place your company literature in general session. Sponsor is responsible for the production and delivery of literature. Proof must be approved before being sent to print.

Pathway to Excellence Leadership Luncheon $10,000
(Pathway to Excellence specific sponsorship)
Sponsor this private luncheon to gain recognition with signage, opening remarks, and networking throughout this high-level lunch.

Exhibit Hall Presentation Stage 30 minutes $8,500 | 45 minutes $10,000
Brand your organization as a solutions provider and expert! This is your opportunity to educate attendees. Conduct a promotion presentation to share more information on your products and services. 30 or 45-minute time-slots available.

Lobby Column Wraps $7,500
Located in the public areas outside of the Exhibit Hall, you are sure to make a lasting impression by securing a place on these columns, (2) columns per sponsorship.

Snack Breaks $4,500 - $7,500
(limited availability)
Drive traffic to your booth by purchasing a snack break! Great way to engage with the attendees as they grab a snack to enjoy while spending time in the exhibit hall.

Ribbon Wall $6,500
(exclusive opportunity)
Feature your organization on a custom-branded ANCC ribbon wall. Place the ribbon wall in your booth (must have at least a 10x20 booth space) to drive traffic to you! All attendees will be eager to select fun ribbons to add to their badges.

Aisle Carpet Overlay $5,000
(limited availability)
Make an impression with your company branding on a carpet overlay as attendees enter the Exhibit Hall or walk the main aisles.

Escalator Runners $5,000 per sponsor or $20,000 exclusivity
Ensure that attendees are aware of your presence at the conference by securing one or more of these prime locations for visibility. Sponsorship includes your sponsor logo on the ANCC branded escalator runners.

Charging Lockers $5,000
Located in high-traffic areas, each station is equipped with 8 secure integrated lockers. Your company branding will be prominently displayed on the user-friendly 19” LCD touch screen. Include the ability to create custom branding wraps.

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Digital Advertising

Advertise your company or product to attendees in the sleek format. Monitors will be strategically located throughout the Convention Center to maximize exposure and visibility.

10 Second Video Ad $3,000
Static Ad $2,500

Passport to Prizes $2,500

All attendees who participate in the Exhibit Hall Passport to Prizes game will come to your booth to get a stamp in their passport. Excellent way to engage with the attendees and make your booth a destination on the expo floor.

Exhibit Hall Floor Stickers $1,750

Place your company logo on a set of (3) floor stickers placed around your booth and the exhibit hall. These floor stickers will catch the attention of attendees as they walk through the exhibit hall.

Premium Exhibitor Listing $350

Generate more visibility while attendees are viewing the online floorplan by having your logo displayed on your booth.

Branded Product Tote Bag Insert $4,500
(limited availability)
Have your branded product inserted in all the conference bags! Sponsor is responsible for production and delivery of item. Certain restrictions may apply.

Park Bench $4,000
(2 benches per sponsorship)
Stand out in the Exhibit Hall with your company branding on park benches placed down a heavily-trafficked main aisle. Each location will include your messaging on two back-to-back park benches and (2) floor stickers.

Literature Tote Bag Insert $3,500
(limited availability)
Have your messaging and content inserted in all the conference bags! Sponsor is responsible for production and delivery of literature. Certain restrictions may apply.

Magnet Model Component Banners $3,000
(Available to Magnet-designated facilities only)
Sponsorship includes a 3’x8’ vinyl banner with your company’s logo. Will be located in a high traffic area of the conference.

Contact us today at anccexhibits@mci-group.com or 410-316-9865

Sponsorships are selling quickly.

Reserve yours now!